

# **A Guide to Placing DMO Content on TripAdvisor**

## **First, Some Rules**

1. You must be a registered user to upload any content to TripAdvisor. Registering is simple and there is no cost. At the top of every page on the right is a link to “register now.” Click on it and follow the prompts.
2. You’ll need to use a working e-mail address to register. Make sure you pick one that you actually want to use.
3. When you pick a user name, it needs to be the name of your organization. For example, the Boston CVB would have the username BostonCVB. If your name is long, just abbreviate.
4. You may only upload content to the areas of our website that cover your destination. This can include your state or province, country, or the towns and cities inside your region.
5. Please include only informational material (that’s what our users are looking for), and try to leave the advertising copy out of it.
6. You can participate just like any user would, so feel free to add graphics, photos, videos, and even links out to your website!

## **Use Your Destination’s Tourism Overview Page as a Starting Point**

1. Each destination has a tourism overview page (it’s sort of like a destination home page on our website). This is a great place to start when exploring the content about your destination, or uploading some.
2. You can find your tourism overview page by loading up the website ([www.tripadvisor.com](http://www.tripadvisor.com)), and typing your destination into the search bar near the top, then clicking on “go.”
3. When the search response page comes up, look for the green bar that says “Location Results 1 – 10 of...” The link for your destination will be below that bar in the response area.
4. Look for your specific location (pay attention in case there is more than one destination with your name). Links to destinations have little globe icons on their left. When you find yours, just click on your destination name or on the little globe.

## **Adding Content to Traveler Articles**

1. Traveler Articles are our “wiki-style” content. This means that you can add to any existing topics already, as well as create and upload information on new ones. To get to Traveler Articles, click on the link to the “Before You Go” page from the Overview page for your destination.
2. You will see the links to the Traveler Articles in the center column of the page, near the top. A good many of them are already listed there, but to see them all, click on the view more button.
3. The edit pencil is your link to updating an existing article.
4. To add a new article to an existing category, or create a new category, simply follow the easy-to-use prompts.
5. Please note that user names are not included for Traveler Article postings.
6. Make sure you check Tourist Board Info page, and add to it (or add that category if you’re not there) – it’s a must-do.

7. Another suggestion: For categories of things to do or see, add a link at the bottom right to your complete information page for that category (i.e. events, restaurants).

### **Videos and Photos**

1. You'll see photos and videos on the right-hand side of the overview page near the top. They're tough to miss.
2. There is a button to add photos and add videos directly underneath that area.
3. Make sure you go in there and check on the specs for file type and size before you upload anything. Photos and videos that aren't correct may not work right or they may not look right.

### **Traveler Lists**

1. The traveler lists are stand-alone lists of the attractions people enjoy visiting in different destinations. A traveler list can include listings for one destination or in several.
2. Our traveler lists are associated with attractions, so to see them, click on the "Things to Do" button in the left-hand navigation area. Then click on the link for the top-ranked attraction. If you scroll down the page, you should see the Traveler goList box on the right hand side.
3. Click on the link that says "View All Traveler Lists"
4. Links to create a List are all over the page – you cannot miss them.
5. Suggestion: This is the perfect opportunity to provide potential visitors with lists of things to do that they might not know about in your destination.

### **Creating Your Own Traveler Network**

1. The TripAdvisor Traveler Network is our website's social networking product – but one that is specifically designed around the need to contact friends, co-workers and acquaintances about travel information.
2. When registered users use the network, they are presented with a map (on their user page) that they can pin with all of the places they have visited, followed by the opportunity to e-mail their contacts to do the same.
3. As people join a member's network, they will appear on the pages of destinations they have pinned on their maps while that member is logged in and looking at content for those destinations. This allows members to contact each other directly in their own networks.
4. So – what does this mean for a destination marketing organization?
5. When you register, go to your "My Profile" page (under "My TripAdvisor" at the top of every page) and pin only your destination (or those within it) on your map.
6. Grab your registered e-mail list, and dump it into Outlook (very easy to do).
7. From your profile page, select My Network, and then click on Invite Friends.
8. Click on the top green button, and tell it to look at the addresses in Outlook.
9. When it grabs the e-mail addresses in Outlook, you will see a page that lists all of the addresses it has – and next to each will be whether or not that address is also a TripAdvisor member.
10. You can invite only TA members to join (that makes the most sense). Follow the prompts to do so.
11. As more people sign up, they will see a link for you while looking at the information for your destinations.
12. They can also choose to contact you via our website mail. If they do – you'll get an e-mail in your inbox letting you know that you have a message sitting on TripAdvisor, which you can then answer.

### **How to improve the popularity ranking of your lodging, attraction or restaurant**

Popularity rankings are based solely on the number and score of the user-generated reviews for each business. If a business is looking to move up in the rankings, there is really only one way to do it. Tell those satisfied customers to go online and put up a review on TripAdvisor. The more reviews a business gets, the more likely it is that they will move up in the rankings – especially if the reviews are positive ones!